U.S. ARMY MATERIEL COMMAND

AMC Small Business Program

Panel Discussion – Initiatives and Lessons Learned

Army Contracting Agency Small Business Conference

April 14, 2005

"Need to be faster, more agile, less bureaucratic - Need to fight this everyda

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Army Materiel Command Mission

Provide superior technology, acquisition support and logistics to ensure dominant land force capability for Soldiers, the United States and our Allies.

AMC is the Army's weapon system development and sustainment command

If a Soldier shoots it, drives it, flies it, wears it, or eats it, AMC pro

Life Cycle Management Commands Uniting the Effort

- Unity of effort between Acquisition, Research and Logistics communities
- Acquisition decision authority between AAE and PEO's not affected.

AMC Commodity Command

- *Tank – automotive and Armaments Command*
- *Aviation and Missile Command*
- *Communications – Electronics Command*
- *Chemical Materials Agency*
- *Joint Munitions Command*

RDECOM

- TARDEC
- AMRDEC
- CERDEC
- ARDEC
- ECBC

PEO/PM

PEO Soldier
PEO Ground Combat Systems
PEO Combat Support & Combat Service Support
PEO Ammunition
PEO Missiles and Space
PEO Aviation
PEO Intelligence, Electronic Warfare, and Sensors
PEO Command, Control, and Communications (Tactical)

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HEADQUARTERS, UNITED STATES ARMY MATERIEL COMMAND

AMC COMMANDING GENERAL

DEPUTY COMMANDING GENERAL

CHIEF OF STAFF

COMMAND SERGEANT MAJOR

EXECUTIVE DIRECTOR FOR CONVENTIONAL AMMUNITION

CG STAFF GROUP

SMALL AND DISADVANTAGED BUSINESS OFFICE

OMBUDSMAN

OFFICE OF THE INPECTOR GENERAL

DEPUTY CHIEF OF STAFF FOR PERSONNEL, G-1

DEPUTY CHIEF OF STAFF FOR INTELLIGENCE, G-2

DEPUTY CHIEF OF STAFF FOR OPERATIONS, G-3

PUBLIC COMMUNICATIONS, G-5

Associate Director - Scott Crosson

Deputy - Jana Tull

SB Specialist - Richard Bailey

Admin Specialist - Nancy Presutti

SECRETARY OF THE GENERAL STAFF

OFFICE OF EQUAL OPPORTUNITY

HISTORICAL OFFICE

INTERNAL REVIEW & AUDIT COMPLIANCE OFFICE

COMMAND COUNSEL

OFFICE OF THE CHAPLAIN

STATIONING OFFICE

HQ AMC SUPPORTING ORGANIZATIONS

"Need to be faster, more agile, less bureaucratic - Need to fight this everyday"

AMC Small Business Progra

AMC Small Business Office Mission

Ensure that a fair portion of contract awards is placed with small business enterprises

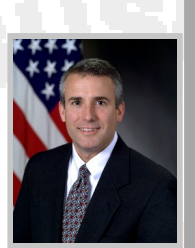
Achieving optimum small business participation by seeking small business solutions first

"Need to be faster, more agile, less bureaucratic - Need to fight this everyday"

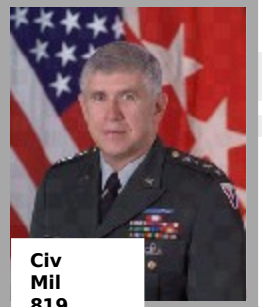
HQ AMC & Major Subordinate Commands

AMC SMALL BUSINESS PROGRAM
SMALL BUSINESS = SOMETHING BIG

HQ AMC



Scott Crosson



Civ 819
Mil 74

CECOM

Kevin Loesch

Civ 6,916
Mil 95

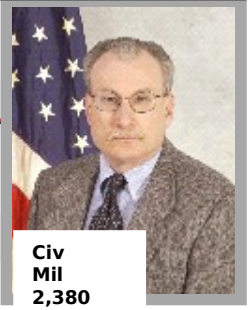
TACOM

Civ 11,206
Mil 99

Patricia Redding

CMA

SES



Civ 2,380
Mil 12

AFSC

Civ 5,530
Mil 209

Robert Matthys

AMCOM

Civ 8,243
Mil 208

Mitt Merritt, Jr.

USASAC

Civ 560
Mil 50

John Rasmussen

RDECOM

Civ 12,048
Mil 246

Numbers represent FY 04 authorizations

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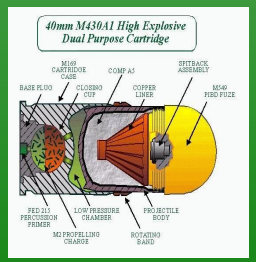
AMC Small Business Offices

AMC contracts for:
- Weapon systems/transformation
- R&D
- Spare parts & logistics support
- Maintenance
- Other services



Watervliet Arsena
RDECOM
Natick
Rock Island Arsenal
TACOM
Tobyhanna AD
ARDEC
Sierra AD
TACOM-RI
AFSC
Letterkenny AD
CECOM
Tooele AD
Rocky Mt Arsenal
Tech App Office
Army Research Lab CECOM, Wash
Blue Grass AD
Army Research Office
Aviation Applied Tech Dir
McAlester AAP
Pine Bluff Arsenal
AMCO
Red River AD
Anniston AD
CECOM-SW
Corpus Christi AD

Small Business Specialists

Full Time -	40
Part Time -	15

- HQ, AMC – Army Materiel Command
- AFSC – Army Field Support Command
- AMCOM – Aviation/Missile Life Cycle Management Command
- CECOM – Communications-Electronics Life Cycle Management Co
- RDECOM – Research, Development & Engineering Command
- TACOM – Tank-automotive and Armaments Command

Small Business

A Critical Component of our Defense Industrial Base

Supporting America's Warfighters .....

in Army Transformation

- Small Business Innovative Research activities
- Modular structures, counter-intelligence analysis, training sy
- Radio frequency tags
- An increasingly critical element of the force - in hostile area

Success stories --Celebrate SB achievements!

and on the battlefield today

- Unmanned aerial vehicle systems, rugged lightweight robots
- Uniforms, hand-held signal devices, projectile components, bomb lugs, ballistic blankets, body armor, roll-on/ roll-off platform tie-downs
- Air beam technology maintenance shelters and lightweight tactical tents
- AH-64 Tail Rotor Blade Erosion Strips
- Batteries, antennas and night vision components
- Support for countering improvised explosive devices

"Small businesses are vital to our Nation's economic capability and a critical enabler of our increased military capabilities. Agile and innovative, small businesses provide our Army and Nation essential support every day. From the laboratory to the foxhole, small business is there!"

Benjamin S. Griffin
General, Commanding
US Army Materiel Command

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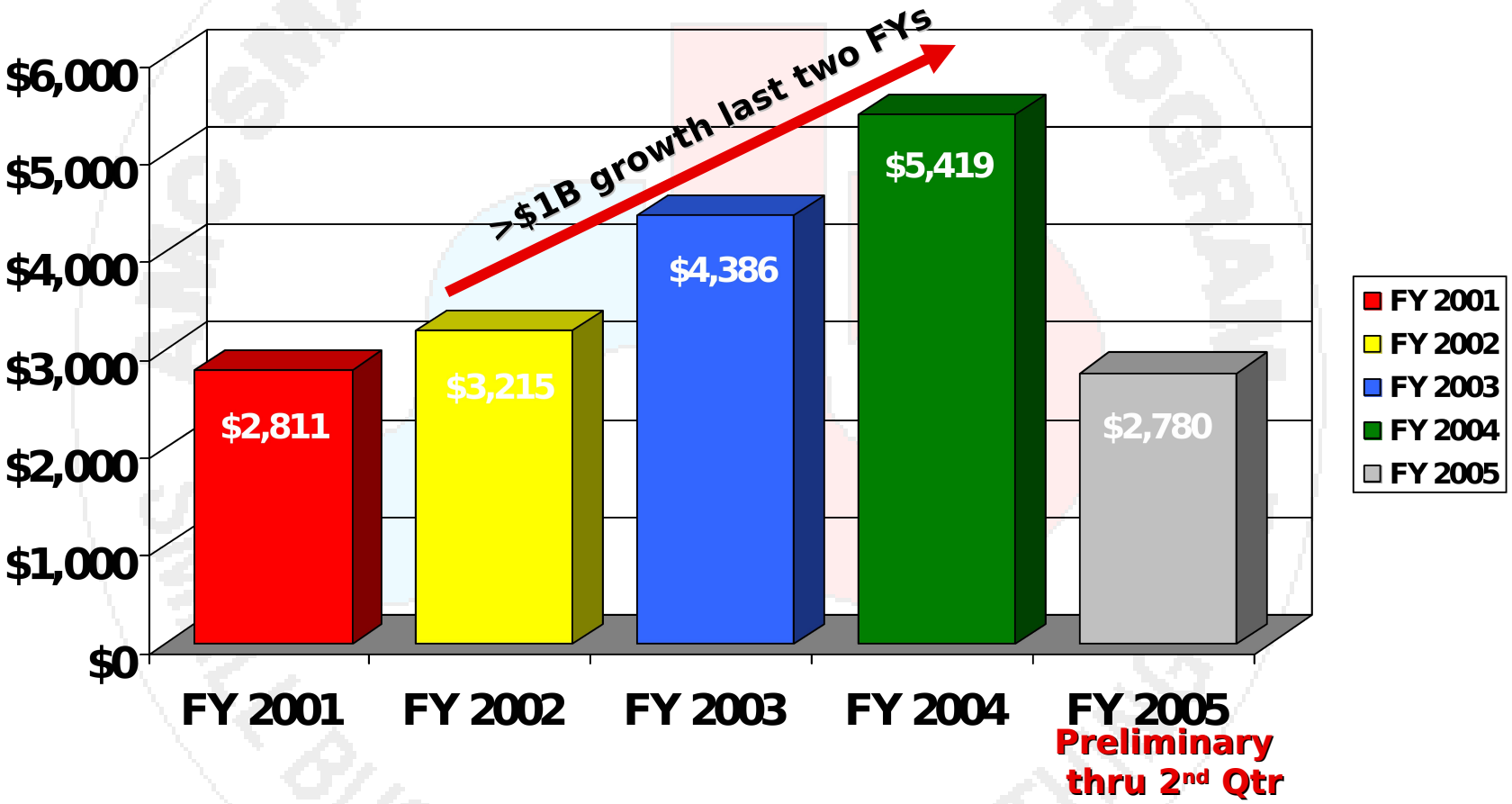
AMC Small Business Program

Obligations in Millions



2004 SB obligation growth outpaced overall obligation growth – 23.5% vice 19.

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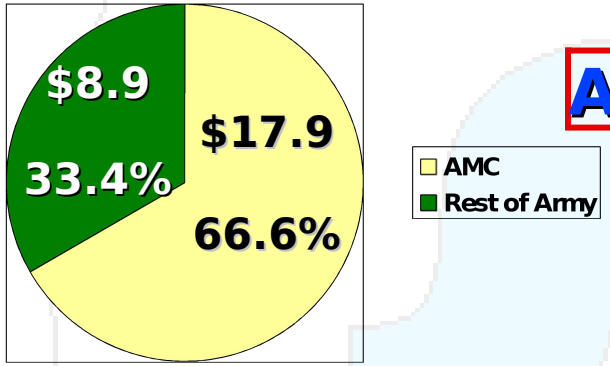
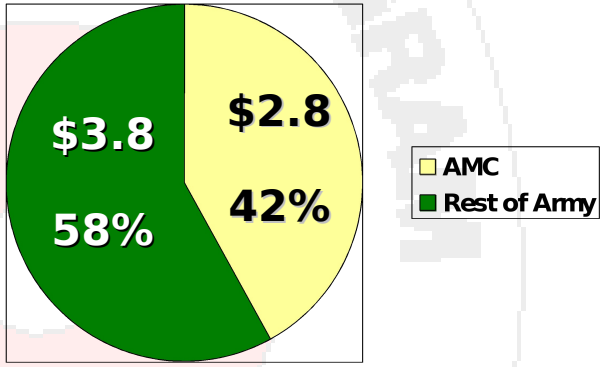
Obligations thru 2nd Qtr FY 2005 Relative to Rest of Army

(Preliminary as of 1 Apr 05)

TOTAL Obligations (in billions)

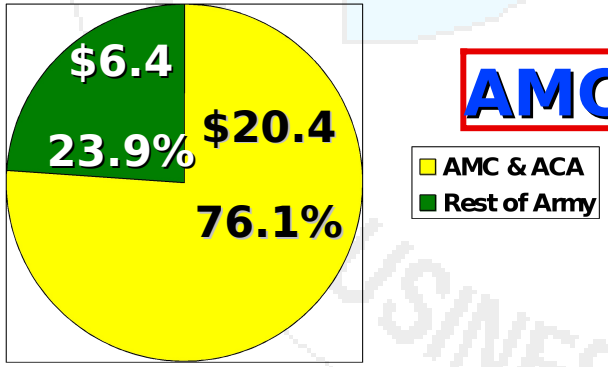


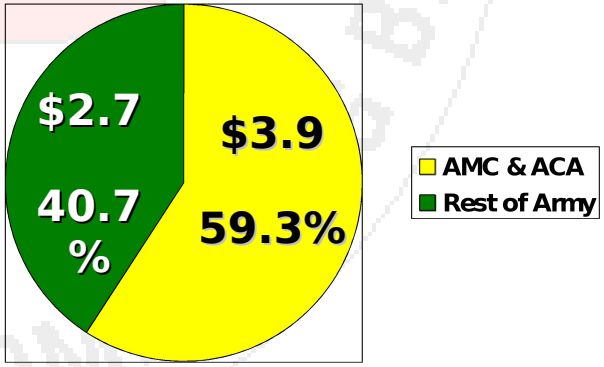
SMALL BUSINESS Obligations (in billions)



AMC

AMC & ACA





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What is Success?

- Providing timely, quality support to warfighters
- Expanding opportunities for small business
- Growth in dollars obligated
- Making a difference, one small business at a time
- Facilitating Increased program awareness
- Meeting assigned percentage targets
- Other measures?

It depends.....

The universal truth is that we can all improve!

Performance Improvement Ideas

LEADERSHIP

- Organizational placement
- Key leadership involvement – engage them
- Seek visibility – promote, promote, promote
- Organizational vision & mission
- Written command policies – reissue periodically
- Pursue policy reinforcement from top leaders
- Reward outstanding achievement/award programs

OUTREACH

- Early partnering – acq planning & market research
- Targeted workshops, open houses
- Web presence
- Info exchanges w/ industry (SB & LB)
- Regional council membership
- Conferences – participate & sponsor
- Program briefing & handouts
- Publish articles
- Be available and be realistic
- Join professional organizations

TRAINING & EDUCATION

- SB workforce development
- Intern/new employee assignments
- Other developmental assignments
- Contracting/customer training
- Establish stand-down days for training
- Business process familiarization

MANAGEMENT

- Don’t delay – do it now!
- Self assessment & outside reviews
- Learn from others
- Data analysis & business intelligence system
- Establish and track metrics
- Customer service surveys
- Round table forums w/contracting & others
- Track & influence regulatory process
- Take advantage of “force multipliers” (e.g. PTACs)

TEAMING

- Command-wide information exchanges
- SB-net (info pull system)
- Facilitate close working relationships
- Collaboration with other agencies
- Focused initiatives - project teams
- Unique identifier – logo
- Work together!
- Play together!

MARKETING

- Tie SB capabilities to target markets
- Promote program awareness (e.g. SBIR, M-P)
- Small business status tied to business case (i.e. 8(a) or ANC to streamline process)
- Opportunities forecasts
- Publicize successes & items of interest

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Additional Highlights Within AMC

- **Strengthening customer relationships & commitments**
  - PEO/customer partnering - Early SB involvement & recognition of roles in success
  - SB specialist as force multiplier & valued advisor – not a barrier
  - Be proactive - contact the customer first
- **Focused outreach & coordination – Most challenging program areas**
- **HBCU/MI IPT**
- **Training & development – Customers, contracting & SB staff. Tips for SB contractors**
- **Website enhancements & SB-net Extranet – http://www.amc.army.mil/amc/smlbus/index.html**
- **Command-wide information exchanges & teamwork**
- **List of critical technologies, services, focus areas**
- **Vendor databases tailored for local use – good for sources sought research**
- **Quick reference guide – "who buys what"**
- **Performance improvement ideas from industry**
- **AMC's "Always a Soldier" program**

Additional Highlights Within AMC

- **40mm Grenade Family Systems Acquisition**
- **Four successful Army Service Strategy Panels**
- **Structured challenge program with specific SDVOSB set-aside goals**
- **Screening initiative based on status of prior SB contractor**
- **Training programs – variety of forums including intern/new hire rotations**
- **AMC Small Business Program Committee**
- **Mentor-Protégé expansion – focus on manufacturing tech transfer**
- **Additional coordination/sharing at the MACOM level – AD Roundtable**
- **Focused on improved data analysis tools – business intelligence system**
- **Lessons**
  - You can't preach early involvement often enough
  - Customer education regarding limitation of subcontracting rules
  - Importance of updated vendor profiles – missed opportunities
  - Communications/relationships can always be improved
  - Ensure full justification for method of procurement – order of precedence challenges

Enhancing Small Business Participation

A Team Effort!

BUT.....Individual contributions make it all h

YOUR personal efforts make a difference

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